

**Claims:**

What is claimed is:

1. A method for displaying advertising in conjunction with a streaming video program comprising:
  - presenting a streaming video program in a video presentation window;
  - receiving an ad event signal;
  - 5 pausing presentation of said streaming video program in response to said ad event signal;
  - opening a display window;
  - displaying advertising in said display window;
  - closing said display window; and
  - 10 resuming presentation of said streaming video program.
2. The method of claim 1 further comprising:
  - disabling at least one control function of said display window.
3. The method of claim 1 further comprising:
  - adjusting said display window to a predetermined size.
4. The method of claim 1 wherein said step of adjusting comprises:
  - adjusting said display window to full-screen size.
5. The method of claim 1 wherein said ad event signal is embedded in said streaming video program.
6. The method of claim 1 wherein said ad event signal is generated by a software program operating at the receiver of said streaming video program.
7. A method for displaying advertising in conjunction with a streaming video program comprising:

presenting a streaming video program in a video presentation window;  
receiving an ad event signal;

5 pausing presentation of said streaming video program in response to said  
ad event signal;

disabling at least one control function of said video presentation window  
in response to said ad event signal;

10 displaying advertising in said video presentation window in response to  
said ad event signal;

re-enabling said at least one control function of said presentation window;  
and

resuming presentation of said streaming video program.

8. The method of claim 7 further comprising:

adjusting said video presentation window to a predetermined size.

9. The method of claim 7 wherein said step of adjusting comprises:

adjusting said video presentation window to full-screen size.

10. The method of claim 7 wherein said ad event signal is embedded in said  
streaming video program.

11. The method of claim 7 wherein said ad event signal is generated by a software  
program operating at the receiver of said streaming video program.

12. A method for displaying advertising in conjunction with a streaming video  
program comprising:

presenting a streaming video program in a video presentation window;

receiving an ad event signal;

5 continuing presentation of said streaming video program;

checking the size of said video presentation window in response to said ad  
event signal;

adjusting the size of said video presentation window to a predetermined size if said window is of another size;

10 overlaying said streaming video program with an advertisement in response to said ad event signal;

restoring the size of said video presentation window if said size was adjusted; and

continuing presentation of said streaming video program.

15 13. The method of claim 12 wherein said ad event signal is embedded in said streaming video program.

14. The method of claim 12 wherein said ad event signal is generated by a software program operating at the receiver of said streaming video program.

15. The method of claim 12 wherein said step of overlaying comprises:  
disabling at least one control function of said video presentation window.

16. The method of claim 15 wherein said step of resuming comprises:  
re-enabling said at least one control function of said presentation window.

17. A method for displaying advertising in conjunction with a streaming video program comprising:

presenting a streaming video program in a video presentation window;

receiving an ad event signal;

5 pausing presentation of said streaming video program in response to said ad event signal;

selecting a display window other than said video presentation window in response to said ad event signal;

saving the contents of said display window;

10 displaying advertising in said display window in response to said ad event signal;

restoring the contents of said display window; and  
resuming presentation of said streaming video program.

18. The method of claim 12 wherein said step of displaying further comprises:  
disabling at least one control function of said display window.
19. The method of claim 13 wherein said step of restoring further comprises:  
re-enabling said at least one control function of said display window.
20. The method of claim 12 wherein said step of displaying further comprises  
adjusting the size of said display window.
21. The method of claim 15 wherein said step of adjusting comprises:  
adjusting said display window to a predetermined size.
22. The method of claim 15 wherein said step of adjusting comprises:  
adjusting said display window to full-screen size.
23. A method for displaying advertising in conjunction with a streaming video  
program comprising:  
presenting a first streaming video program in a video presentation  
window;  
receiving an ad event signal;  
displaying a first advertisement associated with said first streaming video  
program in a display window in response to said ad event signal;  
receiving a second streaming video program;  
setting an indicator if an advertisement is being presented in conjunction  
with said second streaming video program;  
displaying a second advertisement associated with said second streaming  
video program in said display window if said indicator is set; and

presenting said second streaming video program in said video presentation window.